

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Virginia Poll of 1,026 Adults

This survey of 1,026 adults was conducted August 4th through August 10th, 2016 by The Marist Poll sponsored and funded in partnership with NBC News and *The Wall Street Journal*. Adults 18 years of age and older residing in the state of Virginia were contacted on landline or mobile numbers and interviewed in English or Spanish by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Virginia from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. Assistance was provided by Luce Research for data collection. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 5-year estimates for age, gender, income, and region, except for race, which is from the 2010 census. Results are statistically significant within ± 3.1 percentage points. There are 897 registered voters. The results for this subset are statistically significant within ± 3.3 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Virginia

		Virginia Adults	Virginia Registered Voters
		Col %	Col %
Virginia Adults		100%	
Virginia Registered Voters		87%	100%
Party Identification	Democrat	n/a	31%
	Republican	n/a	24%
	Independent	n/a	43%
	Other	n/a	2%
Political Ideology	Very liberal	n/a	7%
	Liberal	n/a	18%
	Moderate	n/a	38%
	Conservative	n/a	31%
	Very conservative	n/a	7%
Tea Party Supporters		n/a	18%
Gender	Men	49%	48%
	Women	51%	52%
Age	Under 45	48%	44%
	45 or older	52%	56%
Age	18 to 29	21%	19%
	30 to 44	27%	26%
	45 to 59	27%	29%
	60 or older	24%	27%
Race	White	67%	69%
	African American	19%	19%
	Latino	7%	6%
	Other	7%	7%
Region	D.C. Suburbs	19%	18%
	Northern Virginia Exurbs	16%	17%
	Central/West	23%	22%
	Richmond/East	23%	23%
	Tidewater	19%	20%
Household Income	Less than \$50,000	40%	37%
	\$50,000 or more	60%	63%
Education	Not college graduate	54%	51%
	College graduate	46%	49%
Race and Education	White - Not College Graduate	34%	33%
	White - College Graduate	33%	36%
	Non-White - Not College Graduate	20%	18%
	Non-White - College Graduate	13%	13%
Evangelical Christian	Yes	40%	39%
	No	60%	61%
White Evangelical Christians		23%	23%
U.S. Military Veteran	Yes	16%	18%
	No	84%	82%
Interview Type	Landline	42%	46%
	Cell Phone	58%	54%

NBC News/WSJ/Marist Poll Virginia Adults. Interviews conducted August 4th through August 10th, 2016, n=1026 MOE +/- 3.1 percentage points. Virginia Registered Voters: n=897 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Virginia Tables

		Virginia Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Virginia Adults		52%	40%	7%
Virginia Registered Voters		52%	42%	6%
Party Identification^	Democrat	95%	3%	2%
	Republican	7%	84%	9%
	Independent	49%	45%	6%
Political Ideology^	Very liberal-Liberal	83%	13%	5%
	Moderate	55%	37%	8%
	Conservative-Very conservative	27%	68%	5%
Tea Party Supporters^		25%	75%	0%
Region	D.C. Suburbs	67%	26%	7%
	Northern Virginia Exurbs	51%	43%	6%
	Central/West	37%	54%	9%
	Richmond/East	53%	38%	9%
	Tidewater	58%	37%	5%
Household Income	Less than \$50,000	55%	37%	9%
	\$50,000 or more	53%	42%	5%
Education	Not college graduate	50%	42%	9%
	College graduate	55%	39%	6%
Race	White	40%	51%	9%
	African American	89%	10%	1%
Age	18 to 29	69%	20%	11%
	30 to 44	50%	41%	10%
	45 to 59	46%	49%	5%
	60 or older	49%	46%	5%
Age	Under 45	58%	32%	10%
	45 or older	47%	48%	5%
Gender	Men	46%	45%	9%
	Women	59%	36%	6%
White men		34%	55%	11%
White women		46%	47%	7%
Race and Education	White - Not College Graduate	32%	56%	12%
	White - College Graduate	47%	46%	7%
White Evangelical Christians		19%	68%	13%
U.S. Military Veteran	Yes	38%	54%	7%
	No	55%	37%	7%
Interview Type	Landline	47%	48%	5%
	Cell Phone	56%	35%	9%

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NBC News/WSJ/Marist Poll Virginia Tables

		Virginia Registered Voters				
		If November's presidential election were held today, whom would you support if the candidates are:				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Virginia Registered Voters		46%	33%	11%	1%	9%
Definitely Vote in 2016 Election		48%	37%	7%	1%	7%
Party Identification	Democrat	94%	2%	1%	1%	2%
	Republican	5%	80%	6%	0%	9%
	Independent	39%	29%	19%	1%	12%
Political Ideology	Very liberal-Liberal	79%	7%	4%	0%	10%
	Moderate	49%	28%	14%	2%	7%
	Conservative-Very conservative	22%	57%	13%	0%	8%
Tea Party Supporters		24%	66%	5%	0%	5%
Region	D.C. Suburbs	63%	21%	12%	0%	4%
	Northern Virginia Exurbs	39%	36%	13%	3%	9%
	Central/West	38%	44%	8%	0%	10%
	Richmond/East	44%	34%	8%	1%	13%
	Tidewater	50%	31%	12%	1%	6%
Household Income	Less than \$50,000	48%	31%	9%	1%	10%
	\$50,000 or more	48%	34%	10%	1%	7%
Education	Not college graduate	44%	36%	10%	0%	9%
	College graduate	48%	31%	11%	2%	8%
Race	White	36%	42%	12%	1%	9%
	African American	78%	10%	3%	1%	8%
Age	18 to 29	58%	23%	9%	1%	9%
	30 to 44	41%	29%	17%	1%	12%
	45 to 59	43%	38%	10%	1%	8%
	60 or older	47%	39%	6%	1%	7%
Age	Under 45	48%	26%	14%	1%	11%
	45 or older	45%	39%	8%	1%	7%
Gender	Men	40%	39%	11%	2%	7%
	Women	52%	28%	10%	0%	10%
White men		30%	47%	13%	2%	9%
White women		43%	37%	11%	0%	9%
Race and Education	White - Not College Graduate	28%	48%	12%	1%	11%
	White - College Graduate	43%	37%	12%	1%	6%
White Evangelical Christians		17%	57%	15%	0%	10%
U.S. Military Veteran	Yes	30%	50%	10%	2%	8%
	No	50%	30%	11%	1%	9%
Interview Type	Landline	44%	39%	10%	0%	7%
	Cell Phone	48%	28%	11%	2%	10%

NBC News/WSJ/Marist Poll Virginia Registered Voters. Interviews conducted August 4th through August 10th, 2016, n=897 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Virginia Tables

		Virginia Registered Voters					
		If November's presidential election were held today, whom would you support if the candidates are:					
		Hillary Clinton, the Democrat	Donald Trump, the Republican	Gary Johnson, the Libertarian	Jill Stein, of the Green Party	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Virginia Registered Voters		43%	31%	12%	5%	1%	9%
Definitely Vote in 2016 Election		46%	34%	10%	4%	1%	6%
Party Identification	Democrat	92%	2%	3%	1%	1%	1%
	Republican	4%	78%	7%	1%	1%	8%
	Independent	34%	26%	19%	9%	2%	11%
Political Ideology	Very liberal-Liberal	71%	7%	6%	8%	1%	6%
	Moderate	47%	24%	15%	4%	1%	10%
	Conservative-Very conservative	19%	56%	13%	4%	2%	7%
Tea Party Supporters		17%	58%	11%	10%	0%	4%
Region	D.C. Suburbs	62%	21%	10%	2%	2%	3%
	Northern Virginia Exurbs	36%	31%	19%	4%	1%	10%
	Central/West	32%	41%	6%	6%	3%	13%
	Richmond/East	40%	36%	10%	5%	0%	8%
	Tidewater	47%	24%	14%	7%	0%	8%
Household Income	Less than \$50,000	43%	28%	9%	6%	2%	11%
	\$50,000 or more	46%	31%	12%	3%	0%	7%
Education	Not college graduate	39%	35%	10%	7%	1%	8%
	College graduate	46%	28%	13%	3%	1%	9%
Race	White	32%	40%	14%	4%	2%	10%
	African American	78%	9%	2%	7%	0%	4%
Age	18 to 29	47%	16%	18%	9%	3%	7%
	30 to 44	41%	27%	13%	6%	2%	11%
	45 to 59	39%	38%	11%	3%	1%	8%
	60 or older	47%	37%	6%	3%	0%	7%
Age	Under 45	43%	22%	15%	7%	2%	10%
	45 or older	43%	37%	9%	3%	1%	8%
Gender	Men	37%	35%	14%	4%	2%	8%
	Women	48%	27%	9%	6%	1%	9%
White men		26%	43%	16%	3%	3%	10%
White women		38%	36%	11%	5%	1%	9%
Race and Education	White - Not College Graduate	24%	47%	13%	5%	1%	10%
	White - College Graduate	40%	33%	14%	3%	1%	9%
White Evangelical Christians		16%	59%	9%	1%	3%	12%
U.S. Military Veteran	Yes	32%	42%	14%	3%	1%	8%
	No	45%	29%	11%	5%	1%	9%
Interview Type	Landline	43%	37%	8%	3%	1%	8%
	Cell Phone	43%	26%	14%	7%	2%	9%

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NBC News/WSJ/Marist Poll Virginia Tables

		Virginia Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Virginia Adults		38%	54%	7%
Virginia Registered Voters		38%	56%	6%
Party Identification^	Democrat	85%	11%	4%
	Republican	5%	93%	2%
	Independent	27%	64%	9%
Political Ideology^	Very liberal-Liberal	67%	26%	7%
	Moderate	40%	55%	5%
	Conservative-Very conservative	18%	78%	4%
Tea Party Supporters^		16%	82%	2%
Region	D.C. Suburbs	56%	38%	6%
	Northern Virginia Exurbs	33%	57%	10%
	Central/West	28%	64%	8%
	Richmond/East	36%	58%	6%
	Tidewater	41%	53%	6%
Household Income	Less than \$50,000	39%	54%	7%
	\$50,000 or more	39%	55%	5%
Education	Not college graduate	36%	56%	8%
	College graduate	40%	54%	6%
Race	White	29%	66%	5%
	African American	67%	22%	11%
Age	18 to 29	39%	50%	11%
	30 to 44	35%	59%	6%
	45 to 59	37%	57%	5%
	60 or older	43%	50%	6%
Age	Under 45	37%	55%	8%
	45 or older	40%	54%	6%
Gender	Men	34%	60%	7%
	Women	43%	49%	8%
White men		24%	71%	5%
White women		33%	61%	5%
Race and Education	White - Not College Graduate	23%	71%	6%
	White - College Graduate	34%	61%	4%
White Evangelical Christians		13%	83%	4%
U.S. Military Veteran	Yes	28%	69%	4%
	No	40%	52%	8%
Interview Type	Landline	40%	54%	5%
	Cell Phone	37%	54%	8%

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NBC News/WSJ/Marist Poll Virginia Tables

		Virginia Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Virginia Adults		28%	66%	6%
Virginia Registered Voters		29%	66%	5%
Party Identification^	Democrat	5%	95%	0%
	Republican	68%	26%	6%
	Independent	24%	68%	7%
Political Ideology^	Very liberal-Liberal	13%	86%	1%
	Moderate	21%	73%	6%
	Conservative-Very conservative	48%	47%	6%
Tea Party Supporters^		63%	33%	4%
Region	D.C. Suburbs	16%	82%	2%
	Northern Virginia Exurbs	26%	63%	11%
	Central/West	37%	56%	7%
	Richmond/East	28%	67%	5%
	Tidewater	28%	66%	7%
Household Income	Less than \$50,000	26%	66%	8%
	\$50,000 or more	27%	68%	4%
Education	Not college graduate	32%	61%	8%
	College graduate	23%	72%	4%
Race	White	34%	60%	6%
	African American	14%	81%	5%
Age	18 to 29	17%	73%	10%
	30 to 44	26%	71%	3%
	45 to 59	32%	61%	6%
	60 or older	33%	61%	6%
Age	Under 45	22%	72%	6%
	45 or older	32%	61%	6%
Gender	Men	31%	62%	8%
	Women	24%	71%	5%
White men		36%	58%	6%
White women		32%	62%	6%
Race and Education	White - Not College Graduate	40%	52%	8%
	White - College Graduate	27%	69%	4%
White Evangelical Christians		50%	44%	6%
U.S. Military Veteran	Yes	39%	55%	6%
	No	25%	68%	6%
Interview Type	Landline	33%	60%	6%
	Cell Phone	23%	71%	6%

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NBC News/WSJ/Marist Poll Virginia Tables

		Virginia Adults			
		Overall, do you have a favorable or an unfavorable impression of Tim Kaine?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Virginia Adults		52%	31%	4%	13%
Virginia Registered Voters		54%	32%	2%	12%
Party Identification^	Democrat	84%	6%	3%	7%
	Republican	24%	60%	1%	14%
	Independent	53%	33%	2%	11%
Political Ideology^	Very liberal-Liberal	72%	13%	2%	13%
	Moderate	63%	24%	3%	11%
	Conservative-Very conservative	36%	52%	2%	10%
Tea Party Supporters^		30%	62%	1%	7%
Region	D.C. Suburbs	64%	20%	3%	13%
	Northern Virginia Exurbs	46%	31%	3%	20%
	Central/West	42%	43%	2%	12%
	Richmond/East	55%	30%	7%	8%
	Tidewater	53%	27%	5%	15%
Household Income	Less than \$50,000	48%	32%	6%	14%
	\$50,000 or more	59%	30%	2%	9%
Education	Not college graduate	46%	33%	6%	15%
	College graduate	60%	29%	1%	10%
Race	White	48%	38%	2%	12%
	African American	72%	10%	7%	11%
Age	18 to 29	49%	16%	8%	27%
	30 to 44	54%	29%	5%	12%
	45 to 59	52%	39%	2%	8%
	60 or older	54%	36%	2%	8%
Age	Under 45	52%	23%	6%	19%
	45 or older	53%	37%	2%	8%
Gender	Men	47%	35%	3%	14%
	Women	57%	26%	5%	13%
White men		43%	43%	1%	13%
White women		54%	34%	2%	10%
Race and Education	White - Not College Graduate	37%	44%	2%	16%
	White - College Graduate	60%	32%	0%	7%
White Evangelical Christians		34%	52%	3%	12%
U.S. Military Veteran	Yes	44%	42%	3%	12%
	No	54%	29%	4%	13%
Interview Type	Landline	54%	35%	2%	10%
	Cell Phone	51%	28%	6%	16%

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NBC News/WSJ/Marist Poll Virginia Tables

		Virginia Adults			
		Overall, do you have a favorable or an unfavorable impression of Mike Pence?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Virginia Adults		35%	31%	14%	21%
Virginia Registered Voters		37%	33%	11%	20%
Party Identification^	Democrat	12%	53%	15%	20%
	Republican	63%	12%	9%	16%
	Independent	39%	31%	10%	20%
Political Ideology^	Very liberal-Liberal	15%	56%	10%	19%
	Moderate	32%	36%	11%	20%
	Conservative-Very conservative	57%	15%	10%	18%
Tea Party Supporters^		62%	17%	7%	14%
Region	D.C. Suburbs	29%	43%	13%	15%
	Northern Virginia Exurbs	38%	25%	11%	26%
	Central/West	42%	26%	11%	20%
	Richmond/East	30%	34%	18%	18%
	Tidewater	33%	25%	16%	25%
Household Income	Less than \$50,000	29%	30%	20%	21%
	\$50,000 or more	39%	33%	9%	19%
Education	Not college graduate	32%	28%	20%	20%
	College graduate	38%	35%	7%	21%
Race	White	41%	28%	11%	20%
	African American	18%	44%	20%	19%
Age	18 to 29	20%	30%	22%	28%
	30 to 44	30%	33%	15%	21%
	45 to 59	44%	30%	10%	16%
	60 or older	41%	30%	11%	18%
Age	Under 45	26%	32%	18%	24%
	45 or older	42%	30%	10%	17%
Gender	Men	39%	28%	12%	21%
	Women	30%	34%	16%	20%
White men		43%	26%	9%	21%
White women		39%	30%	13%	18%
Race and Education	White - Not College Graduate	42%	22%	16%	20%
	White - College Graduate	41%	34%	6%	19%
White Evangelical Christians		49%	18%	14%	19%
U.S. Military Veteran	Yes	50%	21%	9%	20%
	No	32%	33%	15%	21%
Interview Type	Landline	41%	31%	10%	19%
	Cell Phone	30%	31%	17%	22%

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